



POSTAL NEWS

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U.S. POSTAL SERVICE RANKED #1 IN TRUST

WASHINGTON, D.C. – Americans participating in a nationwide survey, have ranked the Postal Service number one in trust and privacy protection. Of 60 government agencies examined, they voiced their highest level of confidence in the Postal Service's commitment to safeguard their personal information.

"We are extremely pleased postal customers recognize that the Postal Service takes seriously the privacy and security of the mail and all transactions with us," said John Nolan, Deputy Postmaster General. "These qualities are at the core of the Postal Service brand. As new technology and processes have evolved, we continue to enhance the position the Postal Service has earned as providing one of the most valuable, effective and trusted means of communication."

The Privacy Trust Survey was conducted by the Ponemon Institute and sponsored by the CIO Institute of Carnegie Mellon University. "The goal of our study is to determine whether or not individuals believe the government is committed to protecting their privacy and which agencies they trust the most with their personal information," said Dr. Larry Ponemon, director of the Institute.

"When we spoke with some of the survey respondents, they indicated that the reason for having the most confidence in the Postal Service was based on their personal relationship with their mail carrier," said Dr. Ponemon. "They associate the Postal Service with the friendly person who delivers their catalogs, birthday cards and holds their mail when they go on vacation. They told us that they trust their mail carrier and in turn the Postal Service."

This is the second year the Postal Service has received the highest Privacy Trust Survey rating among all government organizations examined. A 2003 survey conducted by the Ponemon Institute also ranked the Postal Service number one in privacy protection.

Recent Postal Service surveys of their online postal customers also report high levels of confidence in the Postal Service's intention to safeguard their personal information.

The Postal Service was one of the first government agencies to appoint a Chief Privacy Officer, whose mission is to protect and build the Postal Service's commitment to privacy. The Postal Service has developed a comprehensive privacy policy that reflects the best practices from the private and public sector. It is posted at www.usps.com. Copies of the Government Privacy Trust Survey executive summary can be downloaded at the Ponemon Institute's web site at www.ponemon.org or at the CIO Institute's web site at <http://cioi.web.cmu.edu>.